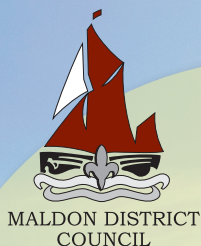


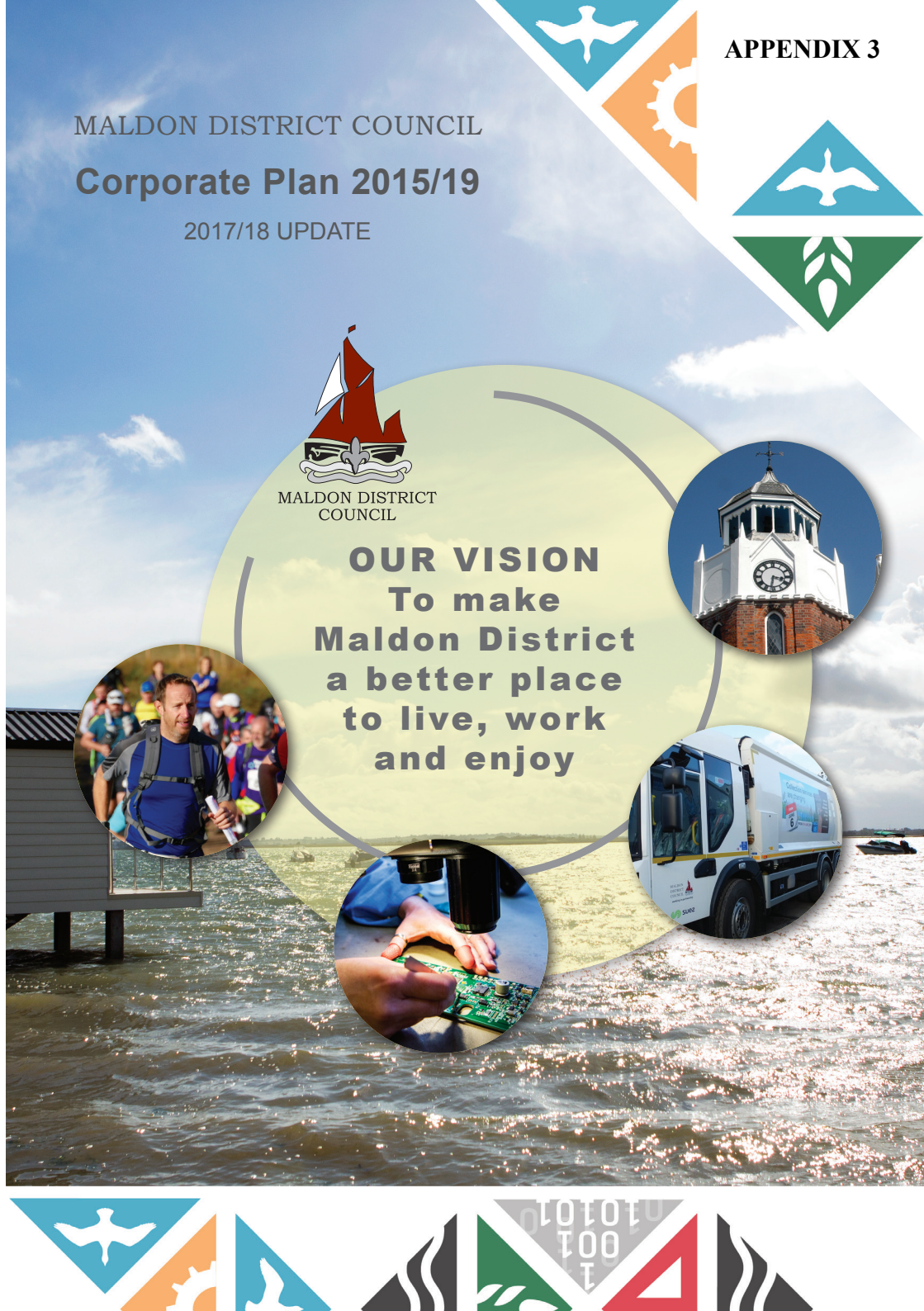
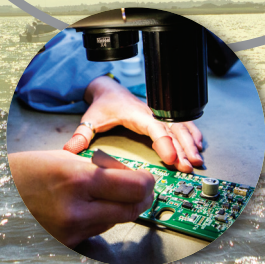
MALDON DISTRICT COUNCIL

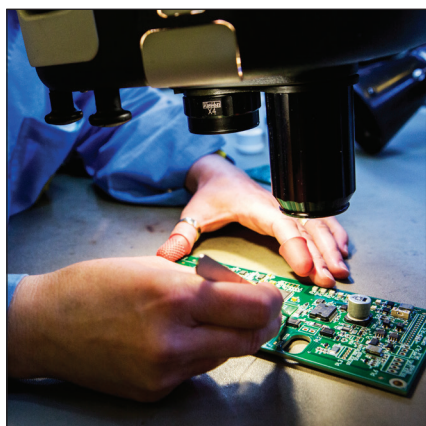
# Corporate Plan 2015/19

2017/18 UPDATE



**OUR VISION**  
**To make**  
**Maldon District**  
**a better place**  
**to live, work**  
**and enjoy**







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Strengthening  
communities to  
be safe, active  
and  
healthy

Creating  
opportunities  
for economic  
growth  
and  
prosperity

Protecting  
and  
shaping  
the District

Delivering  
good quality,  
cost effective  
and valued  
services

## OUR GOALS AND OBJECTIVES

### Strengthening communities to be safe, active and healthy

- people feel safe from crime and anti-social behaviour
- an active population with healthy lifestyles
- safeguard children and vulnerable adults
- support an ageing population
- support the voluntary sector to help strengthen communities

### Protecting and shaping the District

- sustainable growth and development in line with the Council's Local Development Plan and national guidance
- protect and enhance the District's distinctive character, natural environment and heritage assets
- achieve a high quality of design in development
- mitigate flood risk
- improve infrastructure to meet the needs of local communities
- meet housing needs
- reduce waste, increased recycling
- a clean local environment

### Creating opportunities for economic growth and prosperity

- a vibrant local economy
- foster a positive environment for business
- promote the Maldon District as a destination of choice for businesses and visitors
- raise aspirations and improved skills and training provision
- improve connectivity
- improve infrastructure to meet the needs of the business community

### Delivering good quality, cost effective and valued services

- an organisation that lives its core values
- an efficient and resourceful organisation providing value for money
- Council services reflecting the needs and aspirations of our communities
- a democratic structure which facilitates participation and local decision making
- effective and convenient access to public services



## Our CORE VALUES guide the way we serve our community

### CUSTOMERS

We build positive relationships with our customers by seeing things from their point of view, listening and explaining so we can point our customers to what they need

### PROFESSIONALISM

We strive to be professional in everything we do in order to build Maldon District Council's reputation together

### EMPOWERMENT

We communicate openly and honestly and take personal ownership of matters as they arise to see them through

### VALUE

We look beyond tomorrow in our plans; we are enthusiastic about working in new ways and always strive to deliver quality, affordable services that are value for money

### COMMUNITY

We work to make a difference to our community and make sure that no-one is left behind

### INTEGRITY

We are honest, open and transparent, and build trust when working with our customers, colleagues and partners

## HOW WE WILL ACHIEVE OUR GOALS: KEY CORPORATE ACTIVITIES

### Strengthening communities to be safe, active and healthy

- implement projects from the Community Safety Partnership action plan to maintain the low levels of crime, support victims of anti-social behaviour and reduce the fear of crime (ONGOING)
- implement with partners targeted projects that contribute to the local health and wellbeing needs: (a) obesity (b) old age frailty (c) educational attainment (ONGOING)
- embed the Safeguarding Policy and Procedures across all Council services (MARCH 2018)
- identify and implement Strengthening Communities Strategy projects such as providing at least three volunteer projects within the District's open spaces for improved conservation or improved amenity of those areas (MARCH 2018)

### Protecting and shaping the District

- adopt the Local Development Plan for the Maldon District (SEPTEMBER 2017)
- (a) work in partnership to deliver and ensure management and maintenance of strategic infrastructure (ONGOING)  
(b) establish management plans with existing and new community groups regarding the management and maintenance of open spaces. For 2017/18: (i) Riverside Park, Burnham-on-Crouch (ii) cemeteries (ONGOING)
- work with partners to seek funding / bring forward flood relief projects for identified surface and coastal flooding risk areas in the District (MARCH 2018)
- adopt the Maldon District Design Guide (SEPTEMBER 2017)
- co-ordinate work with housing associations and developers to provide affordable housing and meet the identified requirements for older persons' independent living within the District (ONGOING)
- work with partners to deliver the new Maldon Health Hub (ONGOING)

## Creating opportunities for economic growth and prosperity

- implement the agreed business engagement framework including the development of a Local Business Forum and Chambers (MARCH 2018)
- develop a package to promote the District as a place of choice to start and grow a business (MARCH 2018)
- through partnership working with local businesses and agencies, implement the action plans for the Central Area Master Plan (a) the Causeway Regeneration Area (b) the Leisure Quarter (c) Maldon Central (ONGOING)
- co-ordinate the delivery of an Enterprise Centre for the Maldon District (ONGOING)
- promote the District as a destination of choice by: (a) defining and promoting new / existing employment land (ONGOING) (b) implementing key projects from the Maldon District Marketing Plan with partners to increase visitor numbers and visitor spend in the District (MARCH 2018)
- develop and implement a strategy to meet the skills need within the District (MARCH 2018)
- agree a vision for, and develop, a Planning Performance Agreement to maximise benefits from the development of a new nuclear power station at Bradwell (Vision - JUNE 2017 and Agreement - MARCH 2018)
- work with partners on the Total Transport Pilot project (MARCH 2018)

## Delivering good quality, cost effective and valued services

- implement Workforce Development Plan projects for 2017/18: (a) monitor/review use of performance review system and transfer it onto Human Resources Information System (b) develop a recruitment strategy (c) introduce a Total Reward Policy (d) conduct a Council-wide skills audit (MARCH 2018)
- implement the ICT projects for 2017/18: (a) implement a new telephony system (MARCH 2018) (b) upgrade the email system (AUGUST 2017)
- deliver the Medium Term Financial Strategy to achieve a balanced budget (ONGOING)
- agree the vision for the Council's Transformation Strategy and a programme of transformation projects for implementation (JUNE 2017)
- embed the process for the approval of externally funded corporate projects before submission to Council (ONGOING)
- develop and implement an income generation programme (ONGOING)

## MEASURING OUR PROGRESS . . .

### Strengthening communities to be safe, active and healthy

- level of reported crime
- number of households where living conditions were improved through Council assistance
- participation in Active Maldon events

### Protecting and shaping the District

- % of household & green waste sent for reuse, recycling & composting
- number of fly tipping incidents
- number of complaints received from the public regarding litter and dog fouling
- number of fixed penalty notices issued relating to litter offences and dog fouling
- number of flood alleviation schemes implemented in the District as a result of grant funding/partnership working
- % of planning appeal decisions allowed
- total number of affordable homes delivered
- number of long term (6 months+) empty homes returned to use
- number of applicants who avoided homelessness following assistance from the Council's housing service

### Creating opportunities for economic growth and prosperity

- number of employee jobs in the District
- number of participants in apprenticeship schemes in the District
- visitor spend in the District
- number of NEETS (young people not in education, employment or training) in the District
- number of empty business premises in the District
- claimant count (including Job Seekers' Allowance and Out of Work Universal Credit claimants)

### Delivering good quality, cost effective and valued services

- average number of days lost per full time equivalent due to staff sickness
- time taken to process housing benefit/council tax support applications
- % of council tax and business rates collected
- % of planning applications determined within target times

This Corporate Plan should be read in conjunction with our Annual Report and other performance related information that can be found at [www.maldon.gov.uk](http://www.maldon.gov.uk).

If you require this information in alternative format, please phone 01621 854477.